



SIGNCORP
creating the image, delivering the vision

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COMPANY OVERVIEW

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DESIGNED & PRINTED BY SIGNCORP AUSTRALASIA

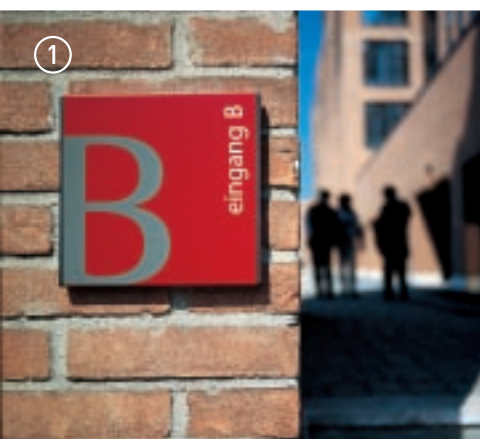
SC OVERVIEW (Version 1.2)

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are registered trade marks of their respective
companies.

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design analysis
Flow vision
Corporate information

direction
Identity
BUSINESS
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INTRODUCTION

In a hectic world, effective signage systems provide a vital reference point for people on the move. Yet there is far more to signage than simply the sign on the wall.

Implementing a signage system is a multi-disciplinary activity involving architectural planning, graphic design, the selection of suitable surfaces and materials, and an understanding of human behaviour.

When well orchestrated, these factors do more than simply ensure effective communication. They positively enhance the working environment and strengthen the identity of your company or organisation.

THE SIGNCORP GROUP

With over 20 years experience in the Australian signage industry, Signcorp strives to make your signage vision a reality - on a local, national or international level. We work hard to ensure the best solution with all our clients by providing consulting, project management, design and manufacturing services in a number of areas.

Our core team of experienced management, centralised production facilities and continual commitment to staff development and EOH&S allows us to consistently deliver superior solutions.

We provide innovative signage solutions to a wide selection of Australian and internationally based

corporations, universities, museums, national parks, heritage venues and a broad range of other clients. Signcorp is responsible for projecting the corporate image of some of Australia's largest institutions such as Apple Australia, Microsoft, IBM, Australian Laboratories Service, Deutsche Bank, AMP, MLC and many leading universities.

Typically ranging from \$5000 to \$2 million in budget, we have the experience to deal with all types of jobs, from interior fit outs through to sky signs and national rebranding operations. We actively foster ongoing relationships with our clients, and as an indication of our performance, Signcorp enjoys repeat business with many architects, designers and businesses.

- ① *Modulex Compass Exterior signage system.*
- ② *Modulex Messenger Interior signage system.*
- ③ *National Museum of Australia, custom interior signage with Modulex Infinity system. Design, graphics and construction by Signcorp.*



DESIGN

Professional in-house graphic and industrial design team
Wayfinding analysis
Signage branding strategy
Logo design & development
Graphic concept development
Signage disciplines and standards
Corporate signage design manuals

SIGN SYSTEMS

Modulex® signage systems
Exterior
Interior
Paperflex
Electronic
Tactile signage
Glass systems
Electronic kiosks
Electronic wayfinding

ENDURASIGN

Hi-res photographic & spot colour printing
10 year external life guarantee
Flexible substrates such as glass, aluminium, stainless steel etc.
Large format printing (eg. for building/facade wraps)
Print onto cut out shapes

FINANCIAL PRODUCTS

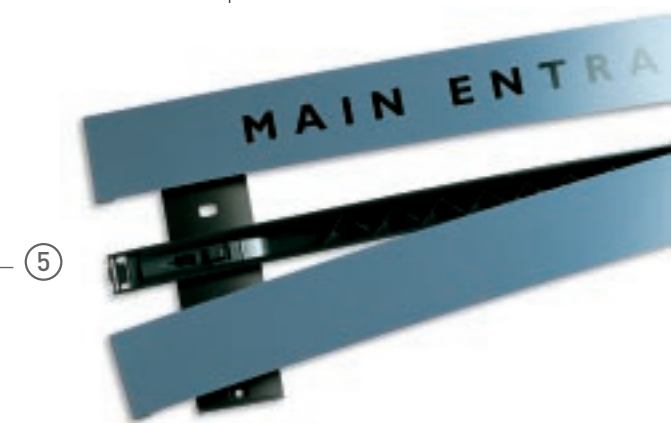
ATM surrounds
ATM cabinets
ATM wraps
Litter bins
Cash boxes
Coin trays
Accepted card decals
Branding decals
Display holders
Location maps

CUSTOM PRODUCTS

Pylon signs
Neon & illuminated signs
Directories
Location & ID signs
Retail branding
Heritage / interpretive signs
Public communication signs (eg. busways)
Carpark signs
Fabricated letters

PROJECT MANAGEMENT

Corporate re-branding
Local and national installation
Global project management (34 countries)
Quantity surveying (signage)
Tender schedules and specifications
Post operative quality audits
Maintenance procedures



PRODUCT CAPABILITIES

Our core business is signage design and manufacture and our team provides the opportunity to access the best in practical signage design. We provide system and custom signage solutions, or a unique combination of both to suit your needs. Whichever path you choose you can be assured of maximum innovation.

We have a team of professionals working from concept, through design and project management to installation. Invaluable experience has been gained through creating signage solutions for museums, shopping centres, corporate fit outs, commercial buildings, parklands and educational campuses. Ultimately, this knowledge benefits all of our clients.

Such a wide cross section of signage projects avoids the problems of localised experience in a small, specialised field. It also allows Signcorp to create integrated design solutions when multiple signage requirements need to be combined on site, such as vehicular and pedestrian signs, or to seamlessly achieve the transition from exterior to interior signage.

Signcorp also provides tailored signage and cash related products to banks and other financial institutions. Cash boxes, ATM surrounds, litter bins and stands are all designed, developed, manufactured and installed by our team. We also refine and implement the branding for a number of large, Australia wide, financial institutions and banks.

One of the most exciting additions to our production capability is Endurasign. This unique photo grade printing process is owned and operated by Signcorp and has an external life of 15 years and beyond. Suitable for non-porous backgrounds, its durable paint finish makes it ideal for interpretive signage and maps in parklands, marine environments, nature walks or wherever tough, resilient images and text are required.

For each of our activities, when we don't possess the necessary expertise, we consult with specialist subcontractors and installers for the best options and solutions to address your needs.

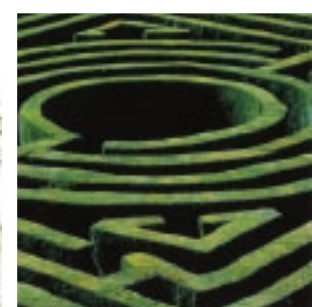
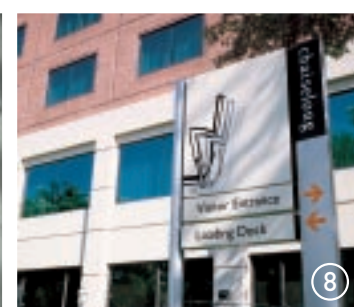
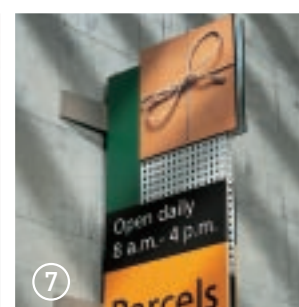
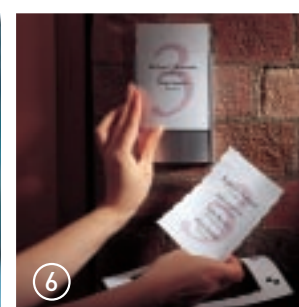
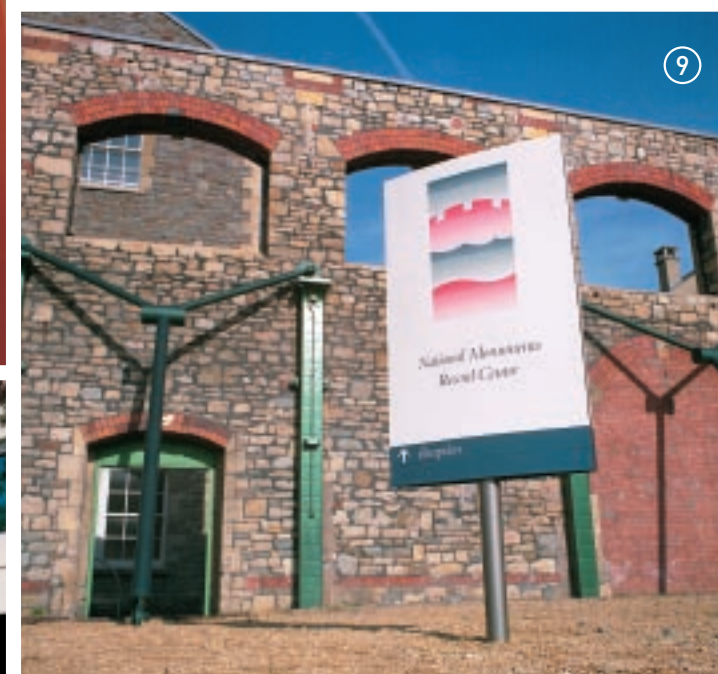
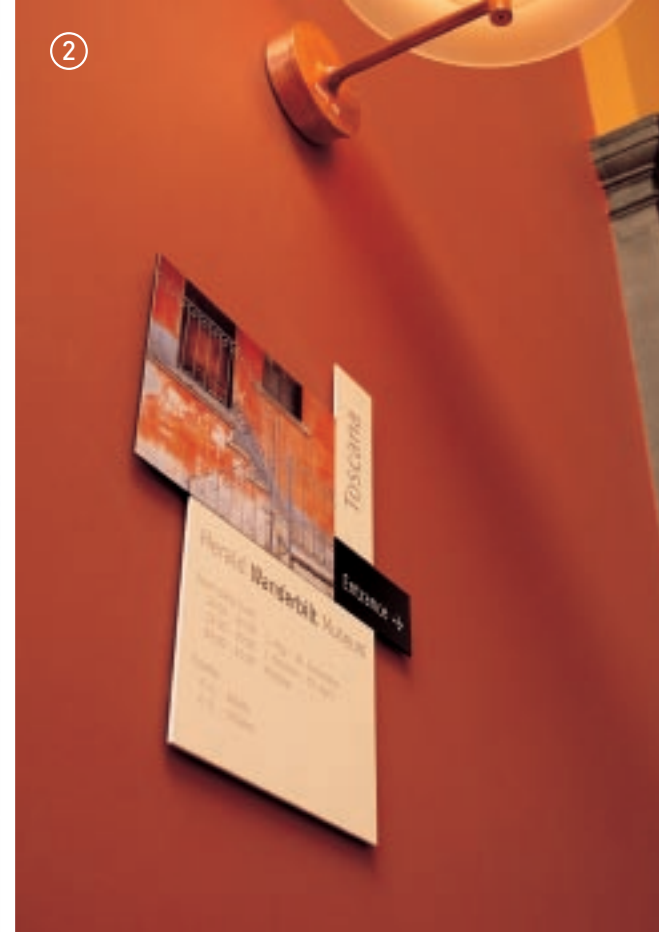
① *National Museum of Australia, sponsors wall. Design and graphics by Signcorp.*

② *Modulex Infinity Interior signage system.*

③ *Modulex Pacific Interior paperflex system.*

④ *Brass fabricated letter. Other letter types include stainless steel, copper, titanium and aluminium.*

⑤ *Assembly view showing the high precision construction of a Modulex Pacific Interior sign.*



MODULEX

Based in Denmark, Modulex®, a subsidiary of the LEGO® Group, is an organisation renowned for its efficiency in signage design and manufacture. As one of the largest sign companies in the world, Modulex has ongoing research and development programs aimed at improving communication through signage. Within Australia and New Zealand, Signcorp represents the interests of Modulex®, which has a presence in 34 countries worldwide.

By choosing Signcorp you automatically access the full expertise and resources of Modulex® with its proprietary range of interior, exterior and electronic system signage solutions and proven wayfinding analysis techniques.

WAYFINDING

No matter how good your signs look or what product is supplied, the right information must reach your users. Messages should guide and reassure, enabling people to move efficiently through your space. Effective wayfinding analysis and refinement is the key to delivering a great signage solution. Unfortunately, the importance of good information theory (and the time necessary to achieve this) is often overlooked when planning projects.

Wayfinding analysis involves detailed examination of the building design, types of users, period of usage, extremes of use, unusual events and the main destinations sought by the majority of users. Signcorp's dedicated team will

analyse plans, make site visits and consult with building users in order to fully appreciate the needs and concerns of visitors and staff. This substantial enquiry means that messages are chosen from an informed position, not just the perspective of a single individual.

Signcorp understands that there is a competing need to provide the maximum amount of information to users, whilst maintaining the simplicity essential for clear, economical signage. Too much information at the wrong point can be as serious as too little. Achieving this balance to satisfy user needs is the goal of our wayfinding consultancy.

- ① *Modulex Pacific Interior signage system.*
- ② *Modulex Infinity Interior signage system.*
- ③ *Modulex Messenger Exterior signage system.*
- ④ *Cristallo Glass paperflex system.*
- ⑤ *Modulex Messenger Interior paperflex signage system with 'room in use' indicator.*
- ⑥ *Modulex Panorama paperflex signage system.*
- ⑦ *Modulex Infinity Interior signage system.*
- ⑧ *Modulex Compass Exterior signage system.*
- ⑨ *Modulex Pacific Exterior signage system.*
- ⑩ *Sign location drawing, developed as part of the Chatswood Village project.*



DESIGN

Building upon the data gathered from wayfinding analysis, the design process works to create a signage solution which is uniquely tailored to your requirements. Taking into account issues of letter height, viewing distance, typography and colour we aim to support your users while championing your identity.

Our experienced in-house design team routinely creates professional, industry leading results that respond to your needs. Your corporate image, end user groups, and access issues are all important considerations affecting the graphic appearance of your signs and Signcorp will advise you on how they are best managed.

Our focus is to instill into an environment the vitality of its inherent uniqueness, creating a sense of place, a sense of culture, and a sense of pride. As graphic designers and signage engineers, we keep in mind that what we

contribute to streets, buildings, and public spaces has a direct effect on people's lives and emotions.

Borne through our tight integration with manufacturing, our focus on practical design solutions is never far from mind. That's not to say we sacrifice innovation. Rather, we avoid costly or overly technical fabrication methods without compromising design concepts.

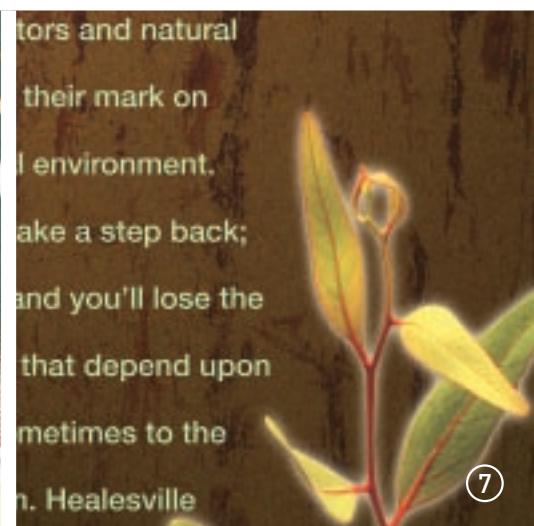
Signcorp also has extensive experience in managing external specialist designers (in addition to our own design team) to satisfy the need for innovative ideas. This freedom to use specialist skills where relevant avoids having to live with a vision that may prove unworkable and unmanageable. When required our team can advise, refine and manufacture signage to supplied specifications.

MANAGING YOUR PROJECTS

Environmental and interior signage design consists of many layers of simple ideas that combine to create a complex fabric of information. When you consider the hundreds of signs of differing sizes, shapes and configurations that comprise many installations it is easy to understand why this type of work requires careful organisation and attention to detail.

All elements of your project will be tracked and accounted for by our dedicated Signcorp staff. Each job is assigned a primary project manager from senior management who liaises between the client and the design team initially, and then the production team. Each team member also utilises our custom database and design system. Tracking and coordinating specifications, locations and timelines for your project is kept up to date and under control. The result: consistency is maintained on all aspects of the job.

- ① *University of Wollongong, Pacific Exterior Monolith. Wayfinding and design work by Signcorp.*
- ② *Extracts from UTS Sign Standards. A 200 page document created by Signcorp to preserve all signage graphic and construction conventions.*
- ③ *Extracts from Deutsche Asset Management document to assist the client with signage selection. Created by Signcorp.*
- ④ *University of Technology, Sydney. Pacific Exterior wall sign, graphics and map by Signcorp.*
- ⑤ *Sydney Central Plaza project.*
- ⑥ *Axis Restaurant, National Museum of Australia. Signage design/graphics by Signcorp.*



MANUFACTURE

Signcorp has full in-house manufacturing capabilities with a modern plant and equipment. This allows us to maintain tight quality control and to preserve the integrity of design concepts as your signage moves out of the development stages and into production. Metal fabrication, painting, baking and computerised texting are all undertaken by qualified, experienced staff.

Our centralised manufacturing facility is located in Brisbane and also includes design, sales and project management teams. Designed to supply our national production requirements, this hub takes full advantage of the favorable economics of the Queensland environment. Location, combined with the benefits of national volumes, provides our clients with excellent efficiencies in manufacturing and cost.

DELIVERY

Whether it's a single office, multiple sites or dozens across the Asia Pacific, Signcorp has the capacity and knowledge to deliver and install your signage efficiently and on time. Our trained staff have thousands of hours installation experience on all sorts of sites, on all types of jobs - from office workstation fitouts to sky signage.

If you need to go truly international then our partner, Modulex®, with its presence in 34 countries, can be relied upon to coordinate, deliver and install your system signage solution.

Because we know how disruptive installation work can be, our trained installers will access your premises when it's most convenient for you. Out of hours, weekend and holiday access times are all available so that disruption to your operation is kept to an absolute minimum.

ENDURASIGN

Endurasign is a unique manufacturing system which allows for photographic quality images to be reproduced on metal and other non-porous surfaces. This highly durable finish is then guaranteed to last for up to 10 years outdoors, with life expectancies commonly over 15 years.

Utilising reproductive print technology, full colour graphics in photographic detail can be created. The transferred image becomes graffiti proof and is protected against fading, rusting, blistering, chalking and cracking. Text, diagrams, maps, photographs and textures are only a few of the interpretive possibilities which can be created using this process.

Endurasign is currently found in national parks, wetlands, marine environments, urban areas and cities, zoos, botanical gardens and in the permanent preservation of photographs and archive records.

① Bus Stop signage with Endurasign graphics to withstand public vandalism. Brisbane Council.

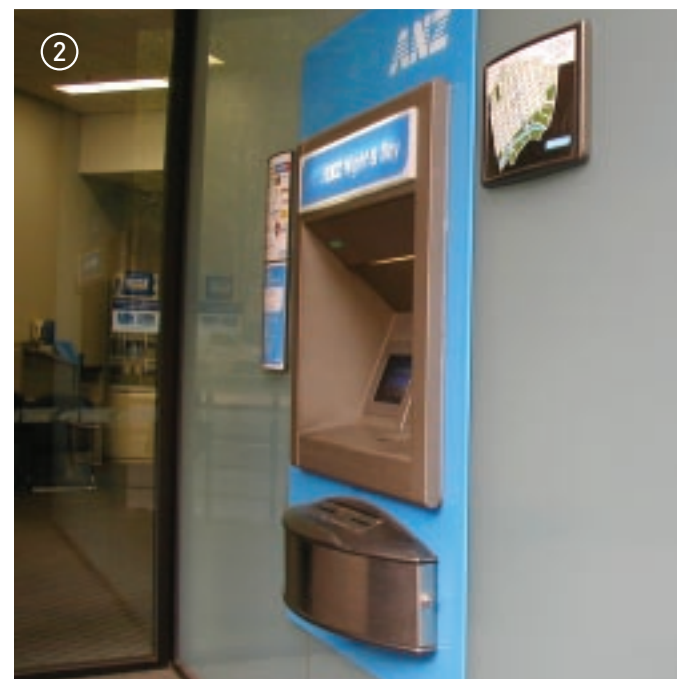
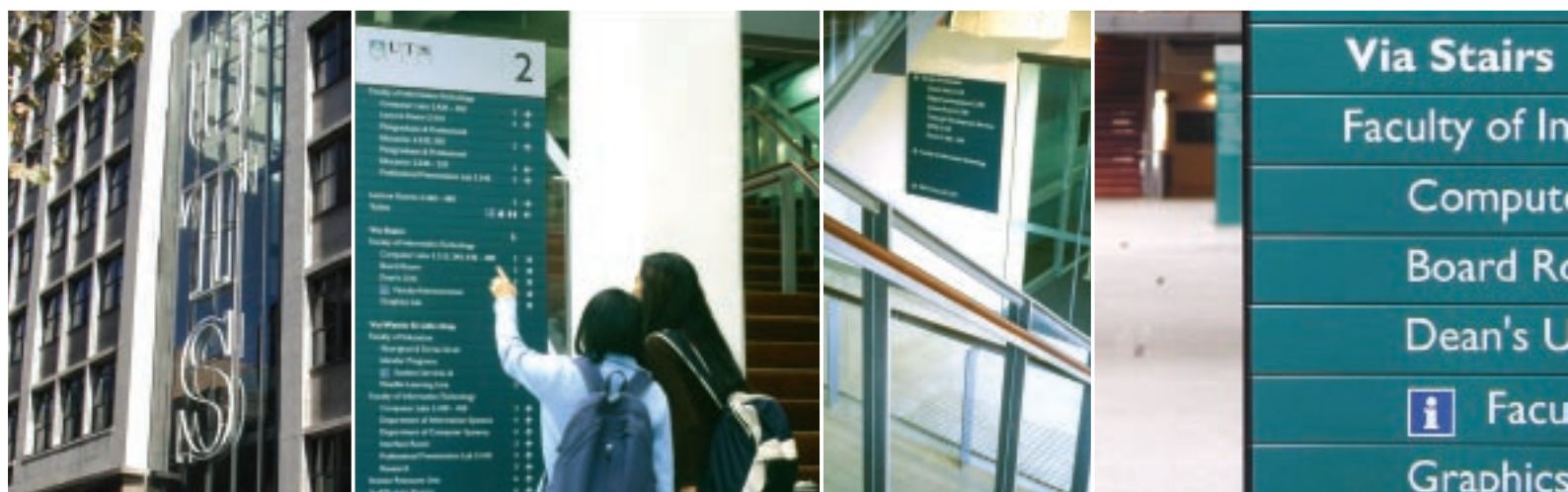
② ③ Endurasign interpretive signage. Healesville Sanctuary.

④ Detail of an Endurasign ATM map for ANZ.

⑤ Signcorp has the ability to deliver products both nationally and internationally through our network of companies.

⑥ Detail of map for City of Sydney information pylons. Manufactured using Endurasign.

⑦ Portion of Endurasign graphic for Healesville Sanctuary.



FINANCIAL PRODUCTS

Our manufacturing plant specialises in fabricating a range of plastic and metal products for the banking and financial services sectors including cash boxes, coin trays, ATM surrounds, ATM litter bins and ATM faces - both illuminated and non-illuminated.

Fabricated to meet your exact specifications, these products are designed and prototyped in our factory. Signcorp offers invaluable advice regarding run sizes, scales of economy, delivery and installation practices, all of which protect your bottom line without compromising your image. Products have been developed for ANZ, BP outlets, Credit Union of Australia and Cashcard.

EOH & S, QA

Signcorp operates to an internal QA system designed around the ISO9002 accreditation program. All Modulex® products distributed by Signcorp are designed to ISO9001 and manufactured to ISO9002 standards.

Each of our management practices conform to the latest OH & S standard and are continually reviewed to keep them up to date with the latest developments.

① *Internal and external signage. Pacific Power, Sydney.*

② *For ANZ Bank Signcorp created maps, ATM surrounds, litter bins and wall and illuminated signage.*

③ *Signcorp is responsible for designing, implementing and managing the corporate identity of DB Real Estate throughout Australia.*

UNIVERSITY OF TECHNOLOGY, SYDNEY

In 1999 Signcorp were commissioned to implement a design review and wayfinding assessment for all campuses of the University of Technology, Sydney. This encompassed facilities from Lindfield in the city's north to Broadway, Sydney with an attendance exceeding 16,000 students.

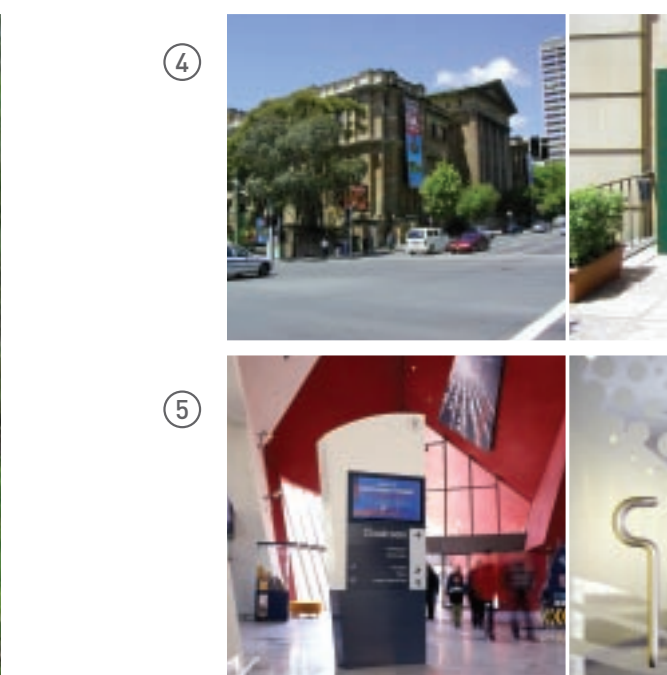
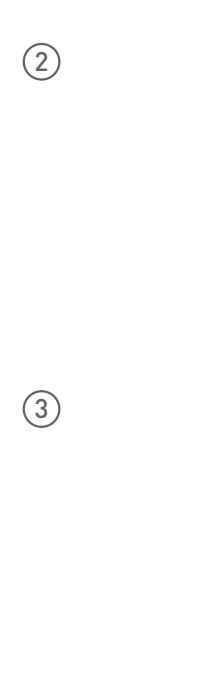
The needs of foreign visitors and students, disabled access issues and the dynamic environment of an expanding university campus were all addressed. Interviews with over 120 stakeholders and 18 months of concept development lead to design refinements and the generation of a new 200 page signage design standard for the UTS.

The wayfinding solution adopted ensured that information was reduced to strictly relevant listings for the user of

the building. Colour choice was a significant strategy in overcoming issues of visual impairment. The teal colour selected for the wayfinding system also highlighted and extended the visibility of the UTS identity.

Completed and delivered to the client in 2002, over 700 signage solutions were supplied at an expenditure of \$1.5m for the complete analysis, design, manufacture and installation. Wherever feasible, Modulex® sign systems were used and provide a vandal resistant and long term, low maintenance product. Stakeholder and user reaction to the final signage outcome has been excellent.

☆ *All images on this page from the University of Technology, Sydney signage project.*



UNIVERSITY OF WOLLONGONG

The University of Wollongong is a young, vibrant university on the scenic South Coast. The University has grown steadily on a magnificent rural site over several decades and while attractive for its lush greenery it was a challenge to navigate for precisely the same reasons.

Asked to solve the wayfinding issues inherent within the site, Signcorp developed a signage masterplan to maintain consistency as additional signs are installed in the future. The University, also requested that the final signage design should not project an overly commercial identity within the peaceful campus surrounds.

Designed around Modulex® Pacific Exterior, monolith signs were specified in two sizes to address wayfinding issues. To

emphasize the environmental awareness of the institution each green header and footer panel is subtly textured with one of seven leaf patterns depicting local native flora.

All permanent graphics (header and footer information and leaf patterns) were Endurasign printed to ensure protection from graffiti and vandalism. Information messages and pictograms were applied in vinyl to allow the client to change texting if required. Currently 34 monoliths have been installed throughout the campus.

☆ All images on this page from the University of Wollongong identity and wayfinding project.

Our brochure contains only a small fraction of the projects we have completed over the years. Please visit our web site at www.signcorp.com.au for in depth case studies and a wide range of photographs.

① All aspects from wayfinding and map design to installation were undertaken by Signcorp for the Chatswood Village project, Sydney.

② Brisbane City Council, Busways project.

③ CSIRO Energy Centre project with Modulex Pacific Exterior and Infinity interior signage.

④ Signcorp designed and installed interior and exterior signage for the Australian Museum, Sydney.

⑤ Electronic, pedestrian and vehicular signage were all included in the design brief for the National Museum of Australia. Designed and installed by Signcorp.